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590 Plan: 10 Year Plan for Extension, Research & Forestry by 1990 for Southeast Nebraska

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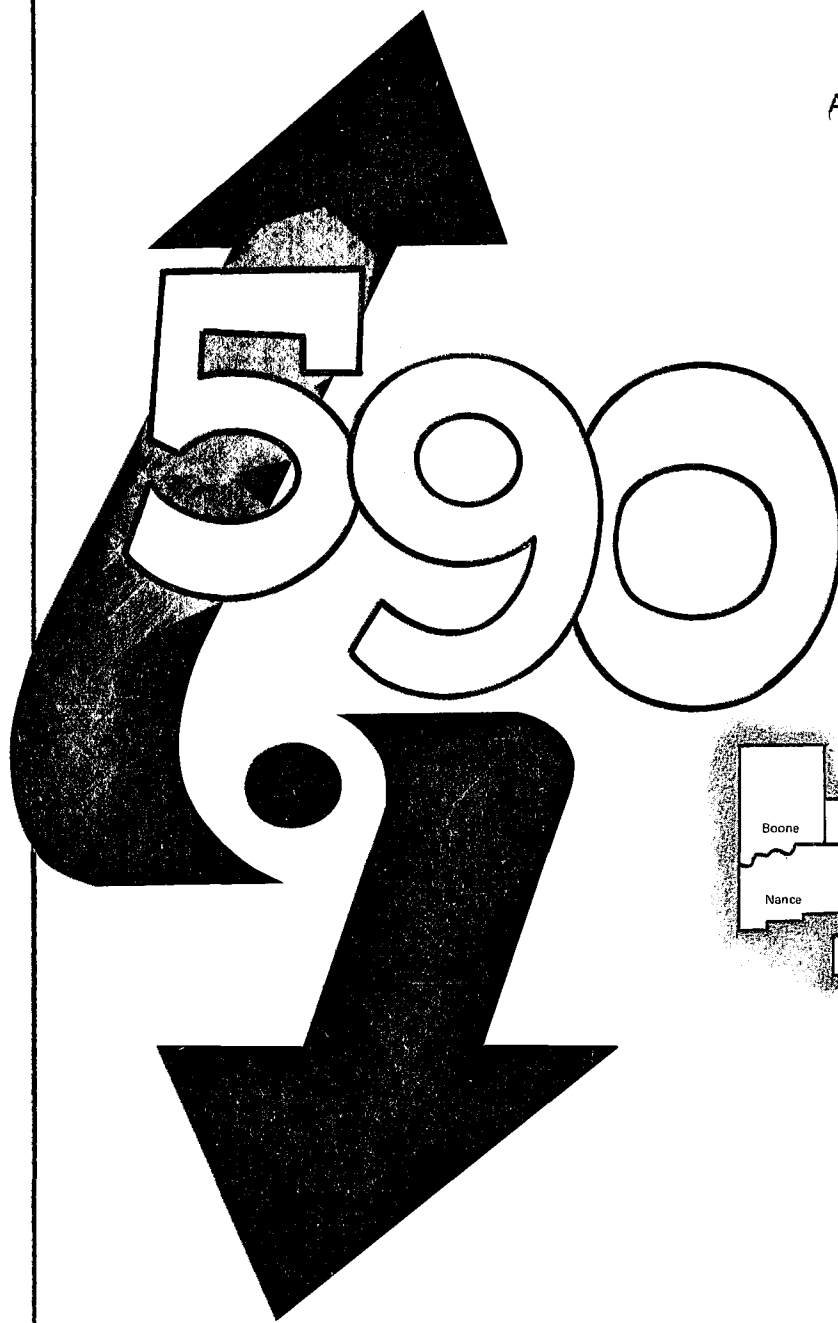
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Young, Loyd L. and Birnstihl, Elizabeth A., "590 Plan: 10 Year Plan for Extension, Research & Forestry by 1990 for Southeast Nebraska" (1981). *Southeast Research & Extension Center Reports and Administration*. 10.

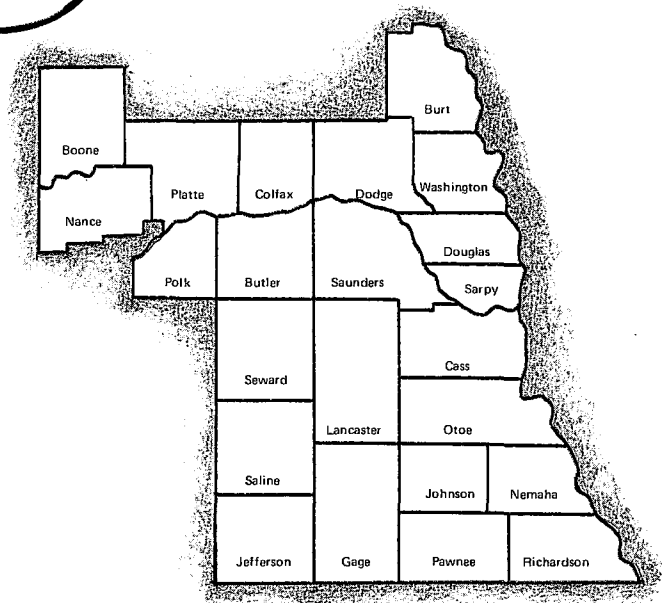
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UNIVERSITY OF NEBRASKA-LINCOLN
COOPERATIVE EXTENSION SERVICE
AGRICULTURAL EXPERIMENT STATION
NEBRASKA FORESTRY SERVICE
OCTOBER 1, 1981



PLAN



10 YEAR PLAN for EXTENSION,
RESEARCH & FORESTRY
BY 1990 for SOUTHEAST NEBRASKA



Cooperative Extension Service
Institute of Agriculture and Natural Resources

University of Nebraska-Lincoln

Southeast Extension
& Research Center
201 Miller Hall
Lincoln, NE 68583-0714
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Dear Friends,

The material following this letter represents the final draft of the ten-year plan for the Southeast Extension and Research Center and Extension District V.

The purpose of this ten-year plan (which will hereafter be called the 590 Plan) is to provide:

1. Broad objectives for programming in extension, research and forestry programs for our unit.
2. More specific objectives for programming in the subject matter areas of:
 - a. Animal Science
 - b. Community Resource Development
 - c. Family Living
 - d. Farm Management and Marketing
 - e. Forestry and Natural Resources
 - f. Horticulture
 - g. Irrigation
 - h. Leadership
 - i. Plant Science
 - j. Youth Development
3. Guidelines for future staffing of our unit.

This plan can be a guide to administrators, faculty and staff to meet the needs of the clientele of Southeast Nebraska in those areas which the Institute of Agriculture and Natural Resources has the legal obligations and expertise to serve.

-more-

THE PROCESS USED IN PREPARING THE 590 PLAN

The following is the process being used to ensure that the faculty and staff of the Southeast Extension and Research Center and Extension District V, the citizens of the district and appropriate administrators and department heads have an opportunity to have input to this plan.

1. The specialists and administrators of the Southeast Extension and Research Center had the major responsibility of writing the revised plan. Other staff were selected to assist the specialists and administrators in the writing.
2. The Staff Advisory Committee and the district administrators determined the major areas and subject matter areas covered in the plan.
3. Agents were asked to volunteer to work with the specialists as a member of the writing committee for the various areas.
4. Where subject matter areas are not represented on our staff (such as entomology, etc.) the district agronomist took the lead in getting input from that department not represented on our district staff.
5. After the first draft was written, the Staff Advisory Committee served as the "first round" reading committee.
6. Revisions were made and the second draft was written.
7. The District Citizens Advisory Committee were involved in reviewing the second draft and served as a reading committee.
8. Where major changes were suggested by the Citizens Advisory Committee, they were incorporated into the third draft. Where only minor suggestions were made, the second draft was not revised, but suggested changes noted.
9. At District conferences, county staff were given an opportunity to react and suggest changes. These changes were incorporated.
10. The final draft was discussed with department heads by the specialists and the district administrators. The district administrators presented the plan to the deans and directors.

From these ten steps, the 590 Plan surfaced in the form on the following pages. The purpose of this plan is to provide guidelines for the faculty and staff of the Cooperative Extension Service, Agricultural Experiment Station and Department of Forestry, Fisheries and Wildlife/Nebraska Forestry Service of Southeast Nebraska to better serve the residents of our district.

Yours truly,

Lloyd L. Young

Lloyd L. Young
Director

Southeast Extension and
Research Center/Extension
District V

Elizabeth A. Birnstihl

Elizabeth A. Birnstihl
District Supervisor
Southeast Extension and
Research Center/Extension
District V

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590 PLAN

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INTRODUCTION

This Plan

The 590 Plan was developed as part of the ongoing planning effort for the Southeast Extension and Research Center/Extension District V which will be identified as SERC/District V.

The 590 Plan is an updating of the plan prepared five years ago (580 Plan). It also represents a part of the total planning for the Institute of Agriculture and Natural Resources (IANR) of the University of Nebraska.

The programs of IANR are carried on through thirteen agricultural departments, four home economics departments, three laboratories and five district stations. They take place at almost 100 locations in Nebraska, including both campuses in Lincoln, the School of Technical Agriculture at Curtis, the district stations, field laboratories and research farms and extension offices serving every Nebraska county. SERC/District V is part of this organization as one of the district stations and a total of twenty-three county extension offices.

Some History

The counties of Extension District V were designated in the reorganization plan from four to five extension districts on January 1, 1967. The title of the administration of the district units was changed from District Supervisor to District Director at that time.

At this same time, the first steps were made to move the District Directors from a central office on the Lincoln campus to offices in the districts. The District Director for Southeast Nebraska moved to the designated district office location in Miller Hall on the East Campus of the University of Nebraska-Lincoln in October, 1970.

At this time, the first two specialists for the district joined the District Director in Miller Hall. By the end of 1972 the district specialist staff included the fields of farm management, soils, urban youth, horticulture and animal science.

All of these specialists had 100% extension appointments. On January 1, 1976, the soils specialist was given a 75% extension/25% research joint appointment. Upon the appointment of the current horticulture specialist in 1978 he was given a 75% extension/25% research joint appointment.

With the addition of the research appointments, the Board of Regents of the University of Nebraska, at their November 10, 1978 meeting, changed the name of the administrative office from Southeast Extension Headquarters to the Southeast Extension and Research Center.

The physical office moved from its original first floor location in Miller Hall to the second floor of the same building on February 1, 1979.

Description of the Unit

The Southeast Extension and Research Center is the center for the Cooperative Extension Service, Agricultural Research and Forestry programs for the 23-county area of Southeast Nebraska. Present Center faculty have either Extension, Research and/or Forestry appointments and serve the district in agronomy (soils), animal science, community resource development, farm business records, farm management, forestry, horticulture, irrigation, and youth development. The District Director, assisted by the District Supervisor (Home Economics), coordinate the extension, research and forestry programs with the extension agents and the specialists at the district and state level.

The extension agents in the 23 southeast counties of Nebraska are the front-line workers of the Institute of Agriculture and Natural Resources. Their primary role is to extend research results to the people in their county in a usable form. It is also their function to bring about change. They are in the position to feedback research needs of ag producers and families. The district and state subject matter specialists back up the work of the agents in the counties and serve as a bridge between the subject matter departments' research and extension programs and the agents. The results is a unified, highly qualified educational team in each of the twenty-three counties.

Southeast Nebraska had 60% of Nebraska's population in 1970. In 1980, 60.5% of the population was living in southeast Nebraska. The population summary below is from the Bureau of Business Research, University of Nebraska-Lincoln.

Population Data

	<u>1980 Census</u>	<u>1970 Census</u>
Nebraska Total	1,570,006	1,485,333
Southeast Nebraska	949,769	891,844
Percent of Total in Southeast Nebraska	60.5%	60.0%

This data indicates a 6.49% increase in population in southeast Nebraska in 1980 over 1970.

Mission of the Southeast Extension and Research Center/Extension District V

SERC/District V is a unit of the Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln; a land grant university. IANR has six divisions: Cooperative Extension Service, Agricultural Experiment Station, College of Agriculture, International Programs, and Conservation and Survey Division. The Nebraska Forest Service and the Nebraska Statewide Arboretum are special units reporting to the Vice Chancellor of the Institute. The primary responsibilities of SERC/District V are for programs of the

Cooperative Extension Service, Agricultural Experiment Station and the Nebraska Forest Service.

The mission of the Nebraska Cooperative Extension Service is to extend lifelong, continuing educational opportunities to the people of Nebraska in those areas in which extension has the competence and the legal and moral obligation to serve. The Cooperative Extension Service conducts educational programs which result in the development of skills, attitudes and understanding of people which will enable them to: conserve and effectively use natural resources; efficiently produce range, farm and forest products; increase effectiveness of the marketing distribution system; optimize their development as individuals and as members of the family and community; improve their community organization, services and environment; develop as informed leaders in a democratic society; and raise their level of living through wise resource management to achieve family goals.

The mission of the Agricultural Experiment Station is to conduct research contributing to the establishment and maintenance of a permanent and effective agricultural industry as well as research related to improving the home and family living. Under the above mission, the Station directs its efforts toward:

1. Developing new knowledge, techniques, varieties, and methods to increase the productivity and efficiency of crop production.
2. Providing improved methods and technologies for the management of our natural resources of soil, water and environment.
3. Protecting our crops and livestock from injury by disease, insect pests, and other hazards.
4. Expanding the demand for farm products by developing new and improved processes, products, and improving product quality.
5. Improving the efficiency of farm operation and management and the marketing of agricultural products.
6. Improving the nutritive value of agricultural products, and to improve nutrition and the well-being of consumers.
7. Improving the rural community including the rural home, family life, the near environment and economic opportunity.

The mission of the Nebraska Forest Service is to provide:

1. Technical forestry services to citizens and agencies as needed.
2. Tree and shrub seedlings, at cost, for reforestation and afforestation.
3. Training, equipment and services for the protection of Nebraska's forest and range resources.

The Challenge

The many programs of the various counties and the district have emphasized agriculture, community resource development, home economics and 4-H and will continue to do so as this is the means of livelihood to an

important part of our population. The staff will work to assure the farmer his fair share of our economic wealth and to help him remain competitive.

With the major metropolitan area of the state located in southeast Nebraska, and rapid and continuous changes in agriculture, the job is a complex one and poses a real challenge -- but one that is welcomed by the skilled faculty of SERC/District V.

It is imperative that this faculty do everything possible to insure equal access and opportunity in all aspects of our programs without regard to race, color, sex, national origin, or religion to the full extent of the law.

Long-Range Objectives

The following objectives were established in the plan prepared in 1975. These objectives still represent the direction our unit should continue to move in their planning and program. The long-range objectives for SERC/District V are as follows:

1. To enable those engaged in agriculture, forestry and related industries to serve efficiently the food, fiber and shelter needs of the nation while bringing an equitable share of economics and social returns to resources devoted to private, independent family farms and all other sectors of agriculture.
2. To increase income, employment and cultural opportunities of the rural and urban residents in southeast Nebraska through agriculture, related business, governmental and public agencies, industry and effective utilization of natural resources.
3. To encourage adjustments in agriculture and related industries consistent with national and state objectives and priorities.
4. To develop improved systems for producing and marketing agricultural and forestry commodities for domestic and foreign markets, which will more effectively meet the needs of consumers.
5. To improve the quality of the environment with emphasis on the management of wastes and pollutants from agriculture and related industries.
6. To promote and apply the concepts, methods, principles and practices of pest management in a systems control approach as it relates to commercial agriculture, natural resources, public health and the environment.
7. To contribute to the management, development and conservation of natural resources.
8. To contribute to improved quality of living of people in such areas as the family unit, housing, land use, home and community beautification, recreation, health, nutrition, fire prevention, civil defense and safety.
9. To assist people having limited resources so that they may share in the progress of agriculture and society.
10. To improve communications and public understanding so as to recruit support for a strong and viable agriculture, effective use of our natural resources, an improved environment and improved quality of living.

11. To contribute to America's agriculture, natural resources, families and youth through 4-H youth programs.
12. To promote the conservation of energy.
13. To contribute to the well being of the urban population of the District in those areas within our subject matter competencies.

RECOMMENDATIONS FOR ACTION

The suggestions made in the following sections are based on the commitment of SERC/District V to expanding high quality research and educational programs to meet the needs of the people in those areas where extension has the competence to serve. The following recommendations for action are made with the belief that they will contribute to the growth and efficiency of the programs of SERC/District V as part of the Institute of Agriculture and Natural Resources.

Specific recommendations:

1. Utilize the current "teachable moment" with clientele.

Extension should do everything possible to teach people when they are seeking information.

2. Intensify and strengthen programs in production agriculture.

Staff should continue to conduct balanced educational and research programs aimed at both the highly efficient farmers and those who have not yet achieved an adequate level of economic and social success. Staff, who help efficient farmers innovate, gain much knowledge which they can use in conducting educational programs for all farmers.

3. Improve quality of information through multidisciplinary teams.

If SERC/District V is to retain the respect and support of the public, it must be able to provide quality information that is up to date, accurate and relevant. To provide this information often requires pooling of the best brainpower available from various disciplines within the university. The Nebraska Extension Service has organizing and multidisciplinary staff groups (including both extension and research personnel) to develop the best possible answers to difficult questions. Some problems are best solved by assembling task forces from more than one university and some by a combination of university personnel with state and federal agency and lay people.

4. Build staffing patterns adapted to widely differentiated audiences.

The capability of this unit to economically and effectively serve diverse groups must be still more dramatically altered to meet expanding demands.

5. Use modern technology in extension program delivery system.

Extension's delivery system should be critically evaluated in light of:

- Type of information to be delivered.*
- Alternative communication technologies available.*
- Audiences which are to receive the information.*

6. Build more effective working relationships with other agencies, industry and public groups on federal, state, district and county levels.

There are many government agencies which can also provide much useful information and extension should develop cooperative efforts with them to help disseminate it and strive to avoid duplication of effort.

With the development of modern society, many groups have become more highly organized and more closely coordinated. Most of these groups have an interest in a well-informed membership and are indeed increasingly looking to the Extension Service for educational assistance. In return, they can contribute to the support of extension and research, strengthening of extension and research programs and to the more efficient utilization of staff.

7. Take a leadership role in developing public policy.

Extension personnel who conduct educational programs on controversial issues should provide analysis of problems, alternative solutions and their consequences, and leave the decision to the public.

8. Develop an educational program for the general public on the technological and economic aspects of production, processing and distribution of the food supply.

Many urban people need to know more about the technological and economic aspects of production, processing and distribution of their food supply. They need to know and understand the chemistry and biology of food production and food manufacturing processes. They should also know how scientific discoveries effect their food supply and its nutritive value.

9. Develop an expanded staff resource base.

The actual need for effective extension agents and extension and research specialists to assist has increased proportionately with the development of new technology and the increasing complexity of its use. However, in spite of this increasing need, extension agents' time has been drawn into such things as answering urban home horticulture questions and expanding community resource development programs. Currently, still more demands on staff time

are being made to respond to the Equal Employment Opportunity Affirmative Action Program and help solve a large range of environmental quality problems, the energy crisis and other important issues.

10. Involve more local people in determining extension priorities.

To make effective choices concerning which goals to emphasize and ways to adapt its program to the various state and local situations and concerns, extension must involve staff and clientele in the determination of priorities. Moreover, their participation in the decision-making process helps ensure their active support and increase the potential for success and securing additional, needed resources.

The sections that follow give a detailed description of the situation, the objectives and the staffing and support needs for the next ten years for the following program areas:

1. Agriculture and Natural Resources
 - A. Animal Science
 - B. Farm Management and Marketing
 - C. Forestry
 - D. Horticulture
 - E. Irrigation
 - F. Plant Science
2. Community Resource Development
3. Current Staffing
4. Field Staff Position
5. Home Economics -- Family Living
6. Leadership
7. Youth Development
8. Administration

Prepared by:

Loyd L. Young, District Director

Elizabeth A. Birnstihl, District Supervisor

ANIMAL SCIENCE

Situation

Natural resources of land, climate and water availability such as rain and/or irrigation are very favorable for crop production. Therefore, emphasis from the producer viewpoint is on crops and secondly on livestock. By using land unsuitable for crop production and feed resources made available from crops, livestock plays a vital role in the overall agricultural picture.

The 1979 Census of Agriculture indicates that 81% of the farms in District V reported income from cattle, swine and/or sheep. District V encompasses one-third of the farms in Nebraska that have sales from livestock, or approximately 17,250 farms producing livestock. This represents a 10 percent decline from the 1974 census data, a drop of 250 livestock farms in the district.

Production is in small scale operations. An average size unit would be:

<u>Livestock Involved</u>	<u>State Average</u>	<u>District Average</u>
Dairy Herd	20	24
Cow-Calf Herd	60	29
Feedlot Size	262	970
Farrowing Unit	21	21
Ewes per Flock	54	35
Layers per Flock	382	500

In relation to the agriculture production of the state of Nebraska, District V produces (1972 Nebraska Agricultural Statistics):

- 28% of all cattle on feed
- 14% of all calves dropped
- 19% of all cattle on farms, January 1, 1980
- 33% of all dairy animals and milk produced
- 35% of all sows farrowed
- 35% of all pigs farrowed and saved
- 35% of all hogs on inventory, December 1, 1972
- 23% of all sheep on farms
- 22% of all producing ewes
- 39% of all laying hens

Although livestock production units are not large operations, Southeast Nebraska does contribute one-third of Nebraska's income derived from livestock.

It is anticipated that in the next ten years beef feedlot enterprises will decrease in numbers. The small feedlot operations will decrease because

of capital requirements and low margins of profit. The larger feedlot operators will increase unit size and in order to utilize available resources, the number of beef units involving cow-calf operators will increase.

With low investment costs, sheep production will continue to increase as long as demand holds steady. Although swine and dairy production will remain at current levels, the number of producers involved will decrease.

Youth work involving livestock will continue to be a strong demand in Extension work. Fairs and shows will continue, however, emphasis of planning should change to production and youth involvement in production programs.

District V lends a favorable environment to agribusiness firms. Forty-three percent (31) of the 76 meat packing plants¹ in Nebraska are located in the District. Omaha, which is part of District V, ranks fourth in the nation as a railroad center which reflects the activity of the transportation industry within the District. Bellevue, Blair, Brownville, Nebraska City, Plattsmouth, and Rulo all have harbor and terminal facilities to handle feed grains. Similarly, areas of the District serve as "home" for major agribusiness concerns including financial institutions, feed manufacturing firms, etc. There are 48 manufacturers of prepared feed ingredients for animals in the District. Leather tanning and finishing firms are located within the District.

Objectives

- A. To increase net profit of livestock producers by increasing number of animals marketed per production unit. This increase in efficiency of production should impact on litter size and percent of females settled. The impact in sheep and beef operations should be on number of pounds weaned per females exposed to sires.
- B. Maximizing profits through utilizing proper breeding stock; i.e., selected breeds, selecting individuals of superior genetic value within and between breeds as well as improving those already in system.
- C. Maximizing profits through proper disease prevention and control plans.
- D. Increased efficiency of farm production by utilizing by-products of crop production systems such as roughages, lands unsuitable for crops, feed grains, etc., in livestock systems.
- E. Expand information base for producers by liaison with industry leader, i.e., feed manufacturers to develop resource material for joint information dispersed.
- F. Strengthen industry leadership for the future by developing knowledge of the livestock in youth of today.

¹1977-1978 statistics from Directories of Nebraska Manufacturers. Nebraska Department of Economic Development.

Staff

A. Current Position

1. District Livestock Specialist (Beef and Sheep). This position would carry responsibility for coordination of all livestock activities within the District. Primarily, subject matter involvement would be with ruminant animal production (beef and sheep). Until a full staff is developed, this position would carry responsibility for program coordination (not necessarily subject matter) of each of the areas of animal science.

B. Proposed Positions

1. District Agricultural Engineer. This specialist would be responsible for engineering programs involved in livestock systems. Activities would include solar energy, housing, feedlot design, pollution control and storage of grains and other feed resources. Proposed appointment would be 20% Research/80% Extension. The research increment would involve efforts to develop cooperative research projects. It is not anticipated that this increment would initiate projects which would duplicate ongoing projects.
2. District Livestock Specialist (Swine). The responsibility of this position would encompass all programs involving non-ruminant animals (swine). Programs would provide emphasis in nutrition, management, breeding, housing, etc., related to swine enterprises. Responsibility would be to coordinate efforts of all Extension personnel when working with production units.

Prepared by:

Bill Zollinger, Extension Livestock Specialist
Gayle Hattan, Extension Agent-Chairman

COMMUNITY RESOURCE DEVELOPMENT

Situation

The Southeast Extension District has many unique characteristics that make it somewhat different than other extension districts in the state. The counties range from very rural to urban.

Some of the characteristics of the district as taken from the U.S. Census of Agriculture, 1974, the Nebraska Crop and Livestock Reporting Service, 1976, and the Nebraska Statistical Handbook, 1976-1977, are as follows:

Over one-half (approximately 61%) of the states population resides in District V.

The majority of people live in the metropolitan areas, or in other organized towns and municipalities. Ninety-one percent of the District V population resides in a metropolitan, town or village setting, while only 9% reside on the farm.

Personal income in Southeast Nebraska is primarily from wages and salaries with the next largest income source being dividends, interest and rents. Farm proprietorship income ranks third representing 10% of personal income in the district.

The number of farms is decreasing. For the 5 year period (1969-1974) there was a decrease of 6.4%.

Youth are leaving many of the rural communities to seek livelihoods in cities and metropolitan areas.

Rural Communities are confronting an overall increase in the median age of residents.

There are several crisis in the lives of Southeast Nebraskans. The three most common and most easily identified are inflation, energy limitations, and natural resource allocations.

Within the metropolitan areas, and in other areas as well, there are persons unable to obtain the goods and services necessary for a wholesome live. Some of the needs go unmet because the residents are financially unable to meet the expenses, and some other needs go unmet because the providers are unable to provide the goods and services at affordable prices and make a profit for themselves.

Many persons living in rural communities within a few miles of the metropolitan areas are attempting to live in a rural life setting while being employed in the nearby cities. The social and economic services are utilized within the home community, but many of the dollar expenditures for credit and goods (both perishable and non-perishable) are being left in the metropolitan areas.

The more distant rural communities are facing an increasingly older population in need of: housing, medical care and recreation. The average age resident also is finding the cost of energy prohibitive in obtaining recreation and leisure time activities in communities or areas a distance from their home.

Natural resource issues continually confront citizens. Special interest groups emerge and fight for various plans and/or alternatives. The scarce resources are being sought by many people for many different, often conflicting reasons.

Nebraskans are a proud people. They recognize a "good life," appreciate what they have, and want to make it even better through sound, well developed community programs.

Objectives

- A. To explore transportation needs of rural citizens and provide technical assistance in developing commuter services, mass transportation systems, rail systems and other means of linking rural residents with employment, health care and other life essentials.
- B. To develop and demonstrate alternative energy saving home designs and models, particularly as they apply to multi-family units for elderly populations.
- C. To provide research and education to assist persons making decisions with regard to land and water resources.
- D. To work with planning and development groups by providing research and education to promote land use decisions that are in the best interest of current residents as well as generations to follow.
- E. To train spokespersons to take leadership in maintaining their communities quality of life and/or creating changes where and when needed.
- F. To encourage development and maintenance of jobs, housing, credit, recreation and health care alternatives in the rural communities.
- G. To stimulate and facilitate inter and intra agency cooperation for the benefit of Nebraska's citizens.
- H. To develop programs that will address the needs, concerns and issues facing the increasing proportion of elderly persons remaining in the district.
- I. To provide rural businesses and industries with training and creative ideas that will increase efficiency of operations that will ultimately be a means of maintaining and/or expanding the economic base of rural communities.
- J. To disseminate information to local government leaders to enhance their planning and decision making.

- K. To improve day care alternatives and facilities to meet society's needs, both for young children and the elderly.
- L. To improve employment opportunities. Nebraskans are not employed but are underemployed.

Staff Needs

To accomplish these tasks, we will need specialists with expertise in several disciplines.

- A. Community Resource Development Specialist (District level--current position).
This person should work with state specialists in all phases of community programs.
- B. Local Government Specialist
This person should work with townships, towns, municipalities, counties, councils of government and other divisions of government with respect to planning, budgeting, financing, cost-sharing projects, improvements of services provided and other local endeavors.

Prepared by:

Wanda M. Leonard, Extension Community Resource Development Specialist
Duane Dalluge, Extension Agent-Chairman
Shirley Niemeyer, Extension Agent-Home Economist

FAMILY LIVING

Statistics

- A. 26.4 FTE's (28 Positions) serve District V in the field of home economics. Working with the home economists are paraprofessionals who assist with the Home Economics and 4-H program.
- B. Current membership of Home Extension Clubs is 9187 for 1981. Membership since 1974 has declined approximately 11% from 10,285 in 1974.
- C. Number of women employed either part time or full time outside the home is approximately 60% in eastern Nebraska. Nationally, approximately 49% of all married women are working either part time or full time outside the home.
- D. Number of households in District V is increasing.

Situation

The 80's will be a decade of challenge for the field of Extension Home Economics. It will be critical for staff members to work with families in carrying out high priority programs. With priority concerns continuing to grow and with limited human staff resources, extension must be very selective in program development. High priority programs will be determined with the help of clientele groups in planning discussions, surveys, one-on-one discussions, etc.

Subject matter concerns are:

- 1. Conservation of natural resources which includes energy.
- 2. Conservation of personal resources such as energy and time. Also included in this category would be conservation of the spending dollar. With inflation here to stay and a doubling of prices expected in ten years, people are very interested in conserving and investing wisely.
- 3. Coping skills as new roles for family members continue to emerge. Stress becomes more evident as dual pay check families increase. Stress management, primarily for the "working outside the home" homemaker, is a concern. She wants to continue to provide services and functions for her family but is doing it in less time and with lower energy levels than she had previously.

Families also feel the stress of changing roles as fathers become a more integral part of child rearing and home maintenance as the mother joins the job market.

Families feel stress as they are forced to cut corners to make their spending dollar stretch as inflation drives up prices.

4. Health care and nutrition will be important to families as preventive health practices and improved nutritional habits will be ways of keeping down the cost of medical care.
5. The shift in the age structure of the population will increase the problems of the elderly. People will live longer. The need to supplement retirement income will be a priority for almost everyone.

Methods of Program Delivery

Agents will need to use many delivery methods to reach families. During the 80's, because of time commitments and the expense of travel, people will look increasingly for ways to participate in extension programming other than through the traditional meeting or workshop.

Accountability of programming dollars will be increasingly important. Therefore media outlets, such as television, radio, and newspapers will become more valuable in reaching people. Newsletters, point-of-purchase displays, lunch-n-learn sessions at places where people work, and mini offices in shopping centers will all be used in outreach programs.

Additional use of local program resource people will add another delivery dimension. This will help expand the services of agents and state home economics specialists.

Computer technology is rapidly developing. With the potential of high home ownership of computer equipment, additional home economics related programs are needed.

Objectives

1. *To better serve public needs, delivery methods must be utilized that reach persons in their current environment. Example: shopping centers, places of work, stores, homes, etc.*

Time will be a budgeted resource. Persons will spend their time in ways they feel is most productive.

Extension Agents, Home Economics, will need to reach families in their work environment. People will be less willing to stop at the extension office for information.

2. *To ensure extension's future, we must account for the program dollars we are spending.*

Evaluation and follow-up of programs to evaluate what persons have learned and actually applied is crucial.

3. *To assist families to make the best use of their resources, high priority program areas to address are: economic stability of families, personal and family development and nutrition and health.*

Extension Home Economics programs should address these program areas and provide educational unbiased information.

Home economics programs must focus on the necessary areas of subject matter. An example being to make families aware of the value of recommended nutritional practices. Extension Agents, Home Economics, need to move away from being "recipe givers" to nutrition educators. At the same time, we must avoid programming in those areas where we are perceived as providing programs contrary to our educational mission. In other words it becomes "necessary vs. nice" programming.

4. *To reach out to include in Extension Home Economics programs these priority clientele groups: low income families, minority families, handicapped persons, elderly persons and young families.*

These population groups are emphasized as high priority audiences, either because of their unique needs or the intensity of their problems.

5. *To strengthen the Home Extension Club program.*

The Home Extension Club program has shown an 11% decrease in Home Extension Club membership in District V since 1974. Two areas of the Home Extension Club program need support during the next 10 year period. Those two areas are:

- A. The need for the Home Extension Club program to become more of an autonomous organization. Considerable program time is being spent by agents in supporting this program. Leadership training, development of job descriptions, etc., are needed to encourage Home Extension Council officers to better assume their roles.
- B. For the Home Extension Club program to remain a strong organization, a revitalization effort to recruit and maintain members is necessary.

Women returning to full or part time employment, women involved in other social and community programs and the increasing age of members could seriously impact upon the effectiveness of this program in the next 10 years.

To maintain a viable organization it will be important that each Home Extension Club becomes increasingly assertive in planning its own program to benefit the members.

Staff Needs:

Field Positions - Refer to summary of field positions.

Staff Specialists

- A. Consumer Education Specialist dealing with the areas of housing, energy, and appliance questions.

State specialists are overloaded with requests. Such a district specialist would play a key role in the energy related information on housing that consumers are now seeking.

- B. Nutrition/Health Specialist.

A great number of requests are being made because of the increased interest by the public in nutrition and health information.

A prime concern of the Extension Agents, Home Economics, is to make the best use of the staff positions we have available. To do this, we will put renewed emphasis on time management, stress the need for group program sharing, etc. Stress would be put on developing top quality materials from the state through the county level. Time wasters such as restructuring of materials at the county level would be reduced. Consequently, the need for input and development of top quality state Home Economics programs that agents can pick up and use is crucial.

Extension staff must aggressively reach out with new approaches to maintain their viability during the 80's.

Prepared by:

Elizabeth A. Birnstihl, District Supervisor
Anita Hall, Extension Agent-Home Economics
Kay McKinzie, Extension Agent-Home Economics

FARM MANAGEMENT AND MARKETING

Situation

Farm income in southeast Nebraska fluctuates widely because it lies in a transition area of the more semi-humid areas to the east and semi-arid to the west. At times this predominately dryland farming area may resemble either by the crop yields, size and composition of farming activities.

The farms in District V are about one-third the average farm size of the other four Extension districts, but dollar investment in land and buildings is nearly 85% of the others. The value of agricultural production per farm in District V is about 18% below the average of the other four Extension districts.¹ This partially is a result of the general topography which dictates lower capacity machinery, more labor, intensive practices and less irrigation of crops.

Farm Business Organization

Most farms are sole proprietorship family operations. The number of family partnerships and corporations has increased greatly in recent years. This enables many farmers to become a part of the farm family business which they could not have done alone. As more families become involved in a farming unit, the business must expand by irrigation, more acres of land, additional livestock enterprises or expansion of existing enterprises. Where the farm has not acquired the necessary economic size, one or more members of the family must supplement farm income with off-farm income.

Resources And Production

The investment in agricultural production continues to increase with higher valued land, machinery, labor and variable purchased inputs. The economic return to land has decreased with inflating land values of the 1970's and early 1980's. Because of the narrowing margin of production, farmers are adjusting to maintain efficiency. This is being done with greater numbers of acres farmed and/or livestock production. With this intensity, risk of prices and yields is a greater factor of production.

Credit

The farmers of southeast Nebraska have been as vulnerable to the escalating costs of farm inputs as any farmer of the midwest. Credit needs and cash flow have not always kept pace with expenses. Small credit institutions have restrictions on capital available to individual borrowers. Thus the larger farms must resort to credit overlines and may be drawing capital from the appreciation of fixed assets. The cost of capital has

¹1979 Census of Agriculture

nearly doubled in recent years and now has become a major component in the cost of production. Increasing justification for credit is being sought by creditors by more complete balance sheets, income statements and cash flow projections. Young farmers are particularly subject to greater scrutiny of their financial management than their fathers who are likely to have larger financial equities.

Trends In Technology

Farmers in southeast Nebraska are aided in their decision making by an increasing amount of services. An example is the Eastern Nebraska Farm Business Association, organized in 1975. Three fieldmen serve nearly 200 members. The association offers on-farm records and analysis, income tax and other management consultation.

Agricultural consulting services are also offered by crop pest monitoring services, fertilizer suppliers, feed companies, marketing firms, commodity brokers, community colleges, irrigation scheduling, and professional farm management firms. In the future more of these services will be needed because farming technology has progressed to a level that poses difficulty to some farmers.

The computer has become the indispensable tool in the nonagricultural section of the economy. Farmers are adopting this tool for problem solving as it proves to be relatively economical, readily accessible and simplified for quick use. Some large producers are using mini-computers on their farms while others use the AGNET system developed by the University.

The competitive nature of agriculture rewards those who respond early to innovations, technology, and information.

Marketing

Farmers in District V have also continued to express concern for marketing. The prices they receive for products have not always provided a just economic return. A few farmers use alternatives to cash sale at harvest time but many remain indifferent to other methods.

External factors may influence the price of farm products. Lack of transportation has occurred at times from lack of rail cars, strikes, dock tie-ups, embargoes, and discontinued rail service to many counties in southeast Nebraska. The increased cost of trucking grain from local elevators where rail service has been discontinued has reduced the net return to producers.

Some elevators are pooling their grain for shipment to terminals in train units. Farmers may have a part of marketing decisions by their membership in cooperative marketing firms. Organizations such as Farmers Union, Farm Bureau, and NFO are active in creating better prices by systematic cooperative marketing. Southeast Nebraska grain producers also realize the independence and flexibility needed in their own marketing decisions and have increased their on-farm storage capacities.

One-third of the grain produced in the state has been exported in recent years. If the market price of meat animals and dairy products is conducive to the conversion of grain and labor to farm income, there will be less out of state grain shipments. A trend is towards livestock confinement. Improved animal gain performance is expected in confinement but usually requires a greater investment to reduce labor or energy.

Farmers must constantly adjust to comply with new regulations and often at the expense of the producer. Commodity marketing check-offs will be at the producer's expense but should help to preserve a market by research, promotion and sales.

Energy

The energy situation is uncertain for the 1980's. The survival of small resource farmers may be determined by how conventional forms of energy are used, conserved or converted in the future. Energy from labor will remain a substitute for capital on the very limited resource farms.

The technical production and use of alcohol as a fuel from feed grains appear to be proven in the early 1980's. However, feed grains have not been economically competitive for alcohol production as grain price increases are comparable to grain production costs.

Objectives

The Farm Management Specialist position of the Southeast Extension and Research Center staff endeavors:

- A. To assist in creating an economic awareness for farm operators in southeast Nebraska which will provide the necessary return to labor, investment and management and for a continued incentive to farm efficiently.
- B. To assist farmers in southeast Nebraska to understand the production resources available to them and to combine these resources, properly balanced, to yield the greatest management returns.
- C. To assist farm operators in southeast Nebraska in understanding the alternatives of marketing practices and/or systems which will enable decisions to be made which will return the greatest net return for their production.

Extension Efforts Are Directed To (No Priority)

- A. Expand the organization of the Eastern Nebraska Farm Business Association to include sufficient membership to require a fieldman for each four to six counties and become self-supporting.
- B. Determine production costs by budgeting all District V crop

and livestock enterprises annually.

- C. Provide information for decision-making by owners and operators to determine alternative uses of agricultural resources, i.e.,
 - 1. Purchase/lease/rent land, buildings and livestock.
 - 2. Continue to evaluate the feasibility of the labor-saving applications versus the capital required or available for production.
- D. Increase the county agent and farmer use of computer and remote terminals to solve problems and for decision-making. Assist in the adoption of on-farm mini-computers. Induce further computer programming in the areas of linear, least cost alternatives, and enterprise selection with the application of risk and uncertainty.
- E. Conduct studies for evaluation and education for use of marketing alternatives and decisions.
- F. Provide educational programs in farm family business arrangements such as joint ventures, partnerships, and corporations.
- G. Provide educational programs on financial management, including income tax management, farm records and farm business and enterprises analysis. Initiate a program for young farm families in "building an estate".
- H. Create more awareness to the need for estate planning for both farm and urban families. Provide information to public on current legislation. Strive for further understanding among farm families on the alternatives of estate planning to achieve their own objectives.
- I. Assist leaders of agricultural industry to carry out their objectives of better management with farm owners and operators through cooperation and coordination with professional farm managers and consulting services.
- J. Provide individual counseling when necessary to most effectively create change. Individual consulting can explore problems at a level to make specific recommendations.

Staff Needs

- A. District Farm Management Specialist (Current Position)

This present position carries responsibility for coordination of all farm management activities in the district.

- B. A proposed second specialist position would be added to the District V staff for marketing.

The marketing specialist would initiate, coordinate and conduct

all educational activities in marketing for the agricultural products in District V.

C. District Farm Records Specialist

As the membership of the Eastern Nebraska Farm Business Management Association increases, fieldmen will have to be employed to keep the ratio of one to approximately one hundred members. This ratio has been deemed to be most desirable to conform with the association objectives of services provided and annual fees to be nearly self-supporting.

Support Needs

The agricultural producers in District V have a rather unique position in the area of marketing. There are many accessible markets available within a very reasonable distance. However, the decisions of time, location and methods of marketing remain as much a problem as would be in a more distant part of the state. Short hauls of grain and livestock can be nearly as expensive as longer trips to market. Therefore, more support in marketing information, research and innovative techniques is needed for Extension to convey meaningful programs.

More Extension expertise will be needed to assist farmers in mini-computer programming.

Prepared by:

Douglas D. Duey, Extension Economist-Farm Management

Robert M. Voboril, Extension Agent-Agriculture, Platte County

COMPARISON OF AGRICULTURAL RESOURCES
FOR EXTENSION DISTRICT V
AND OTHER EXTENSION DISTRICT IN NEBRASKA

	<u>1978</u>	<u>% of Total</u>	<u>% of Change</u> <u>'74-'78</u>	<u>1974</u>	<u>% of Total</u>
No. of Farms & Ranches Ext. District V (23 Counties)	19,968	32.4	-4.5	20,906	33.4
Ext. Districts I, II, III, IV (70 Counties)	41,504	67.6	-0.4	41,664	66.6
All Ext. Districts (93 Counties)	61,472	100.0	-1.8	62,570	100.0

	<u>District V</u>		<u>District I - IV</u>		<u>State</u>	
	<u>1978</u>	<u>1974</u>	<u>1978</u>	<u>1974</u>	<u>1978</u>	<u>1974</u>
Average number acres per farm/ranch Change from 1974 to 1978	362 + 13 ac./3.7%	349	924 + 9 ac./1.0%	915	742 + 16 ac./2.2%	726
Average value of land and buildings per farm or ranch Change from 1974 to 1978	\$350,613 \$167,886/91.9%	\$182,727	\$415,248 + \$204,165/96.8%	\$211,083	\$394,253 + \$190,183/93.2%	\$204,070
Average value of land and buildings per acre Change from 1974 to 1978	\$975 + \$428/78.2%	\$547	\$449 + \$201/81.8%	\$248	\$525 + \$244/86.8%	\$281
Average market value of all agri- cultural products per farm/ranch Change from 1974 to 1978	\$72,750 + \$22,198/43.9%	\$50,552	\$88,048 + \$24,900/39.4%	\$63,148	\$83,760 + \$24,261/40.8%	\$59,499

Source - 1979 Census of Agriculture

*Definition of farm - with sales greater than \$2500

FORESTRY

Situation

Southeast Nebraska (District V) contains 190,000 acres (2-3% of the total land area) of commercial forest land according to the 1977 forest inventory of Nebraska. These forests provide multiple benefits wood products, wildlife habitat, soil and water conservation, recreation and beauty.

The typical woodland in District V is privately owned, is relatively small (less than 50 acres), and in poor condition. Traditionally, Nebraska's woodlands have been considered wastelands and managed accordingly. Past "high-grade" harvests, over-grazing, herbicide mis-use, and neglect have relegated most woodlands to their present non-productive condition. It is estimated that less than 5 percent of existing forest land is managed to improve multiple use productivity.

Energy is becoming an increasingly scarce and expensive commodity. Natural woodlands offer excellent potential for substantial and sustained energy production (fuelwood) if managed and harvested properly. Presently, under-utilization/waste typifies the situation.

The total acreage of forest land in District V has decreased over 36 percent between 1955 (299,000 acres) and 1977 (190,00 acres). The major cause is land-use conversion from woodland to cropland, pasture or urban uses. Similar losses are estimated for windbreak and shelterbelt plantings.

Total Clarke-McNary tree sales for the 6 year period (1974-1979) have averaged approximately 370,000 annually. The seedlings are planted for conservation purposes such as woodlots, wildlife habitat, windbreaks and Christmas trees. An estimated 200 acres of woodlot plantings are included in this total. Survival and growth in new plantings is less than optimum due to poor handling, storage, planting and maintenance practices.

The latest drain analysis for Nebraska (1976) indicated an annual harvest from District V of 1.5 to 2.0 million board feet of black walnut and 5-6 million board feet of other hardwoods. This degree of harvest does not approach annual growth of the wood resource.

Objectives

- A. Improve public awareness of the social and economic benefits of proper planting, management, and harvest of forest/trees through media (radio, T.V., news articles, newsletters, etc.), demonstrations, workshops, and direct contact. Emphasis on the "Trees/Wood for Energy" concept.
- B. Increase the number of acres of forest land under sound forest management consistent with multiple-use objectives.

- C. Increase tree and shrub planting for multi-purpose benefits including soil and water conservation, wildlife habitat, agricultural productivity, Christmas trees, timber production, energy production/conservation, and other conservation purposes.
- D. Emphasize and provide technical assistance for the proper management of existing and planting trees and shrubs.
- E. Improve survival and growth of planted trees and shrubs in District V.
- F. Improve harvesting and marketing practices to improve economic return to landowners and ensure healthy, productive forests.
- G. Implement systematic planning, management and training programs in District V communities for the proper management of the urban tree resource.
- H. Improve survival, growth and health of urban and rural trees resources by preventing unnecessary damage from tree pests (insects, disease, grazing, herbicides, etc.).
- I. Develop forestry demonstration areas to show proper planting/management/harvest practices.

Staff Needs

Nebraska's District Forestry program is unique among states in that two separate forestry functions, Extension (information-education) and service (Nebraska Forest Service) are combined in one program. The University of Nebraska, Department of Forestry, Fisheries and Wildlife provides major program direction and support. Nebraska Forest Service programs are funded mainly from sources (state and USDA Forest Service) other than the District V budget.

- A. District Forester - Extension/Service (current position)
Funding: 90% NFS, 10% Extension
Responsible for the development, implementation and supervision of all programmed extension and service forestry activities in District V.
- B. Natural Resources District Forester (current position)
Funding: 100% NFS
This position is funded cooperatively by the Department of Forestry, Fisheries and Wildlife, and the Lower Platte South Natural Resources District. The NRD forester will support the District Forester in designated program activities within the NRD boundaries.
- C. Urban and Community Forester - Lincoln (current position)
Funding: 100% NFS
Responsible for development, implementation and coordination of urban forestry programs to enhance/protect the urban tree resources and environment of Lincoln.

- D. Urban and Community Forester - Omaha (current position)
Funding: 100% NFS
Responsible for the development, implementation and coordination of urban forestry programs to enhance/protect the urban tree resources and environment of Douglas County.
- E. District Forester Assistant (proposed position)
This position will support the District Forester in all program areas with emphasis on NFS activities.
- F. Natural Resources District Forester (proposed position)
This position would support the District Forester in designated program activities within specific NRD boundaries.

Prepared by:

Dennis M. Adams, Extension Forester

Bob Woolman, Extension Agent-Horticulture

HORTICULTURE

Situation

Horticultural interest is at an all time high in the United States and especially Nebraska. One of the major reasons for this current high interest in horticulture is to offset the high cost of limited sources of energy. Home owners are staying at home and doing less traveling. Therefore, they are spending more time in their lawns and gardens are taking more time to concentrate their activities into the homescape. Several other factors adding to the increased interest in horticulture in Nebraska are: 90% of the people in southeast Nebraska obtain their living from non-farm income, with 10% of the total income from farming in District Five. Thus the Cooperative Extension Service has to shift gears from its traditional rural service to a more urban service dealing more with people that live in the cities. The district also has approximately 65% of the population of the state of Nebraska; home horticulture and commercial horticulture are concentrated in this twenty-three county area of the state. Another reason for the horticulture interest is due to the fact that southeast Nebraska has an urban population with a rural background that maintains a country lifestyle within an urban city. The people like to work with the soil and watch plants grow as well as get produce for the table.

The great interest in horticulture is not unique just to southeast Nebraska. Nationally (1978) over two million people have been attracted to gardening and primarily these people have returned to gardening due to the increasing cost of food which has resulted largely from higher energy and labor cost in producing, processing and transporting of food. Eleven percent of all the processed food in 1978 was processed by home gardeners. The home gardening industry nationally is worth fourteen billion dollars (1978). Even though there is no real food shortages and Americans can purchase an adequate food supply with a lower percentage of their take home pay than people of virtually any other country, at today's prices, it has been estimated that an average American family can save \$300 to \$400 annually on food cost by growing and processing fruits and vegetables at home. Horticulture and especially the area of gardening is very popular because of the many things it has to offer, high quality produce, physical and mental therapy, true family activity, feeling of back to nature, artistic and aesthetic values, as well as promoting neighborliness by sharing produce, ideas and common interests.

The 1970's also brought with them a renewed interest in the country lifestyle. The rural movement is made up of a diversity of people who live on a few acres in the country but obtain the major part of their income from non-farming income. Some reasons for living in the country are: As a more private residence, room to pursue hobbies, reduce family food costs, provide the alternative lifestyle and provide extra sources of income.

The horticulture crops are best suited to provide an extra source of income and reduce family food costs for those people who live on a few acres in the country and want to show a profit. Horticulture deals with those crops that are intensely cultivated; that is, plants that are of high enough value to warrant a large input of capital, labor, and technology per unit area of

land and not requiring a large acreage or large machinery for reasonable profit. Horticulture is also that branch of agriculture that concerns itself with those plants used directly by man for food, medicinal purposes and aesthetic gratification.

With the above facts, Extension Horticulture programs are important in Southeast Nebraska and will become more important when the urban population identifies with Extension and how they can benefit from the information put out by the Cooperative Extension Service. The Extension Service needs to identify this audience and reach them with Extension Education programs and promotional activities.

Objectives

(To provide Extension Agents and the citizens of Southeast Nebraska - both urban and rural - with the following.)

- A. To increase the dissemination of horticultural information through increased use of mass media (radio, TV and newspaper).
- B. To increase the knowledge of a majority of home owners in the horticulture areas of gardening, lawn care, landscaping and the diagnosis of horticulture problems and their remedies through Extension workshops and result demonstrations.
- C. To conduct applied research in horticulture in the areas of pomology (fruit crops), vegetables, floriculture, and ornamentals. This research information could then be used to develop and promote the commercial horticulture industry and help small land owners.
- D. To promote increased production of commercial horticulture crops. This produce would be Nebraska grown and supplement produce shipped in from other states. This could save energy and production costs by lowering the amount of produce shipped to this area.
- E. To expand 4-H activities relative to horticulture in Southeast Nebraska. Horticultural 4-H programs are very adaptable to the large urban populations in this district.
- F. To conduct research in woody ornamental plants and food plants as dual purpose plants for the home landscape.
- G. To develop on-the-job training for senior students in horticulture training programs with the Cooperative Extension Service and the commercial horticulture industry.

Current Staff

- A. Extension/Research Horticulturist (75% and 25% Research) (current position)

- B. Horticultural Research Technician III to supplement the research capabilities of the district horticulturist. (current position is half time, C line position).
- C. Three Horticulture County Extension Agents with major emphasis on horticulture. (current positions are in Douglas, Lancaster and Sarpy Counties).
- D. Part-time Horticulture Aides - one each in Douglas and Sarpy Counties. (current positions).

Staff Needs

- A. Horticulture Research Technician III to supplement the research capabilities of the District Horticulturist, full time position. This position would replace the half time position listed under current staff as Horticulture Research Technician III.
- B. Extension Technician to supplement to Extension capabilities of the District Horticulturist (full time position). This person would free the District Horticulturist from 75% of the office work in order to do more workshop, result demonstrations, and be able to spend more time with the County Extension Agents in District V. Duties of this position would be handling all clerical work, mass mailing, handle telephone calls, mail out information all ready in the file system, and process specimen identification. This person would need to become quite proficient in general horticulture.
- C. District Commercial Horticulturist (75% Extension and 25% Research) to develop Extension programs with commercial growers in fruits and vegetables.

Support Needs

To meet the above objectives, the following resources must be provided:

- A. Specialized equipment to do research projects, conduct off-station result demonstration, county demonstration plots and other projects. Garden, nursery, orchard and turf equipment is needed for out-district testing.
 - 1. Equipment needed for out-district research and extension work but not currently available to the District V horticulturist: Heavy duty pickup truck, machinery trailer, orchard/nursery type tractor.
 - 2. Research equipment needed is herbicide sprayer, roto tiller, mist blower, undercutter and fertilizer injector.
- B. Operational

Support for each horticulturist (class A) and research technician

is needed to conduct off-station research. This would be needed to cover travel, supplies and other costs associated with research and extension activities.

Secretary (1 FTE) for each extension/research horticulturist and their technician (extension/research), graduate students and student research assistants.

C. Facilities

Greenhouse(s), nursery, orchard and cultivar result demonstration facilities are necessary to do research and house research.

Plots of ground to do research and extension result demonstrations. These small acreages are needed in the district and counties so that area and geographic research can be conducted near commercial industry and population centers.

Work space and laboratory space needed for technicians and graduate students.

IRRIGATION

Situation

Since the mean annual precipitation ranges from 22 inches in the northwestern corner of the district to 34 inches in the southeast the irrigation of corn, sorghum, soybeans, and alfalfa serves as a supplemental crop production component except for a few counties along the northern and western borders of the district. On the whole the district averages 25 percent irrigated for these four crops with individual counties ranging from less than 1% (Richardson) to 67% (Polk). Corn is both the principle irrigated crop and has shown the greatest acreage and percentage increase since 1973. Between 1973 and 1978 irrigated corn grew from 23% to 51% of the total corn acreage. During 1978 and 1979 precipitation was above normal and the pace of development of new irrigated lands was reduced. Since October 1979 energy prices have increased rapidly and farmers have looked at alternate energy sources, improved irrigation management, improved pumping plant efficiency and reduced system pressure and capacity as methods of reducing their operational costs.

Objectives

1. Investigate alternate energy sources
2. Encourage proper irrigation management
3. Develop stage of growth irrigation scheduling procedures, particularly for soybeans
4. Encourage pumping plant efficiency testing
5. Encourage proper engineering for irrigation equipment (both new development and conversion of existing systems)
6. Develop cropping procedures to utilize fixed cost investments over greater acreage
7. Encourage development of new irrigation wells
8. Disseminate information on ground water availability and ground water levels

Staff Needs

A. Extension Irrigation Specialist

An irrigation specialist (40% District V) will work on the above objectives. Proper water management, irrigation scheduling and pumping plant efficiencies will be stressed.

Prepared by:

Jud Morin, Extension Irrigation Specialist
Duane Kantor, East Platte Area Agent

LEADERSHIP

Situation

Rural communities continue their historical reliance on part-time volunteers to serve the leadership roles in their communities. These leadership positions are in local government, and occupational and social organizations. These organized groups represent people who live in these rural communities and manage land and natural resources which are a critical part of our economy.

These volunteer leaders have a limited amount of time to devote to their community because their primary economic obligation is to themselves and their family. To serve their community, they are usually drawn from an occupation which provides limited experiences, skills and knowledge with which to assume their leadership roles and responsibilities.

During the period 1940-1970, the U.S. population experienced substantial growth--in excess of 50%. This growth was concentrated in the more urban areas. The rural areas continued to lose population, down from almost one-half the population to about one-fourth. In Nebraska, the shift was from about 60% down to 40% of the population residing in rural places of less than 2,500 people.

This growth and shift in population has developed a wide array of concerns in the political, legal sector. Some of these concerns are quite complex. The increased number of regulations and number of public agencies that have emerged attest to the many complex issues facing the population.

Various community organizations have developed, all of them intent on maintaining or enhancing their communities. Within these community groups, special interest groups have also developed, diverse in character and often directly competing. Some of these special interest groups are served by volunteer leaders who have access to either professional leadership training or to a complete professional staff, either of which are usually well financed. This leaves the other less defined, loosely structured groups struggling to compete.

Part-time volunteer leaders in all organizations need access to training to prepare themselves to compete more effectively with other groups competing for the same scarce resources. This training should include organization development methods, communication skills, knowledge in human relations, planning, goal setting and other related areas.

An organizations success is directly related to its leaders' having the skills and ability to manage the organizations resources, to plan and develop goals and to cause results to happen.

Objectives

- A. To improve the capacity and ability of citizens to effectively represent their communities.
- B. To improve organizations and their chances of success.
- C. To increase awareness and communication within the groups to assure support, consistent with the members goals.
- D. To improve citizens knowledge in human relations and communication skills.
- E. To increase inter and intra agency cooperation.
- F. To continue to provide leadership clientele groups.
- G. To increase awareness of availability of this type of service to farm organizations, community clubs, school boards, Chambers of Commerces, churches and other organizations and groups.

Staff Needs

- A. District Community Resource Development Specialist (current position)
The specialist should be a part of the leadership training team, consistent with the above stated objectives.
- B. Rural Sociologist
This person would work with agencies and volunteer organizations in developing programs for the community, especially as they relate to the elderly, displaced homemaker, handicapped persons. This person should be effective in stimulating and facilitating inter and intra agency cooperation and linkages for more effective decision making as it relates to the citizens of the area. This individual should be skilled in parliamentary procedure, motivation, leadership and organization development.
- C. Monetary Support
Funds need to be made available to enable specialists to purchase highly specialized training as the need arises to meet specific program needs.

Prepared by:

Wanda M. Leonard, Extension Community Resource Development Specialist
Bill Cartee, Extension Agent-Chairman
Sharon Skipton, Extension Agent-Home Economist

PLANT SCIENCE

Situation

Agricultural statistics show that over one-third of Nebraska's crop value from corn, grain sorghum, wheat, soybeans and alfalfa is grown in District V.

The most important crop in Nebraska is corn and one-fourth of the acreage is in District V. Over one-half of the grain sorghum in the state and two-thirds of the soybean acreage are grown in these twenty-three counties.

Crop production in District V is predominately nonirrigated. Of the total irrigated in Nebraska, only one-sixth is in District V. Approximately one-half of the corn acreage in the District is irrigated. Other crops are seldom irrigated in District V.

Mean annual precipitation ranges from 22 inches in the northwestern part of the District to 34 inches in the southeastern part. Since over 80% of the crop acreage is nonirrigated, efficient moisture management is most important in District V.

Soils in the District are predominately Peiorian Loess derived but vary from nearly level to rolling uplands to high clay soils in the Missouri River bottom and sandy soils in the Platte and Loup River bottoms. Soils derived from Kansan Glacial Drift also occur and are common in the central and south central part of District V. Since the District is composed of such a wide array of soils, tillage and fertility practices are quite varied in the District. The variations in soils and rainfall influence crop selection and performances; thus, the Extension and Research programs in District V need to be geared to these conditions.

District V has a very limited research base at this time. Extension programs in the District are based on research data from local experiments, Mead and the other outstate stations. These data are adequate for some program areas, but not for agronomic programs. As indicated, crop performance is greatly influenced by soils and climatic conditions. Off-station research capabilities need to be strengthened if the Extension programs in District V are to keep pace with crop production in the area. Off-station research in District V does not duplicate efforts at Mead or other outstate stations, but complements these efforts. Areas that need immediate attention are nonirrigated sorghum production, irrigated and nonirrigated corn production, wheat production, soybean production, tillage methods for nonirrigated crop production and pasture management.

Objectives

- A. Producers to develop production systems that best fit their conditions and provide the greatest long-term returns. These systems would in-

clude the proper combination of crop selection, fertility management, tillage, weed control, harvesting and utilization and insect control. Cropping sequences becoming more important for pest management, particularly weed control.

- B. Crop producers to manage their resources (soil, water, variable inputs, labor, etc.) in crop production and thus produce more efficiently.
- C. Producers to conserve soil and water and improve productivity.
- D. Livestock producers to more efficiently utilize pastures and crop residues and still maintain productivity of the land.

Staff Needs

All professional staff in this area are proposed to be on joint appointment. Suggested appointment might be 50% Extension/50% Research. Staff positions are listed in order of priority. Each specialist position should include support staff. Beside the general secretary support, each position needs to include approximately 0.5 FTE technician support.

Current Staff

- A. Soil Specialist -- This position is supported with 0.5 FTE technician.

This specialist is responsible for the area of soil fertility management. This involves soil tests interpretation, fertilizer recommendations, soil management, etc. With a research appointment, he is responsible for soil fertility research in the District. He works closely with the state specialist in developing research and extension programs. (75% Extension/25% Research).

Proposed Staff

- A. Crop Production Specialist

This specialist would be responsible for the area of crop production systems. This would include the various components of production (tillage, crop varieties, crop selection, cropping sequences, etc.). He would work closely with the soils specialist in developing cropping systems.

- B. Weed Specialist

All aspects of weed control and weed management would be the responsibility of this specialist. He would work closely with the crop production specialist with weed control in various cropping systems.

Support Needs

- A. Equipment

In order to conduct off-station research, plot equipment is required.

Some equipment is available and some could be transferred from out-state testing program in Agronomy. Additional equipment also would be needed. This equipment would be: (1) purchased for District use, (2) used jointed by District staff and staff in Agronomy or another District, or (3) be leased for District use.

1. Equipment currently available in the District or from Agronomy; Hydraulic soil probe mounted on pickup truck, fertilizer spreader (6-foot), MF 150 tractor, J.D. corn sheller, 6-row field sprayer, 4-row IHC planter, plot combine for soybeans, 3 hp garden tractor with belt seeder, fertilizer spreader (3-foot), belt-cones to convert planter for plot work, and some small equipment such as soil probes, tape measures, baskets, scales, etc.
2. Equipment needed, but not currently available to the District: Tractor large enough to handle tool-bar planter, 4-row till-slot planter, 4-row cultivator, plot combine for grain sorghum, small tractor with plot sprayer for weed control plots, squeeze pump for liquid fertilizers, 2-ton truck for ramp-hoist, machinery trailers.

B. Operational

Support for each specialist is needed to conduct off-station research. This would need to cover travel, supplies and other costs associated with research activities.

C. Facilities

Beside normal office facilities, work space for technicians is needed. Some space is available in Stewart Seed Lab.

Storage facilities are needed to house research equipment. This should be a part of the Southeast Extension & Research Center Headquarters building or a storage facility on or near campus.

Prepared by:

Edwin J. Penas, Extension Soils Specialist
James R. Peterson, County Extension Agent

YOUTH DEVELOPMENT

Situation

Trends in Enrollment

Enrollment trends in the state and District V have shown more dramatic changes over the last five years than the previous thirteen.

A significant increase both in state enrollment and in District V enrollment indicated a growing 4-H program. Since 1975, 4-H enrollment in the District increased from 16,965 to 30,284, a 43% growth. During the same time, the state enrollment jumped from 45,179 to 64,208, a 29% increase.

Several factors have accounted for the increase. Most important probably have been the emphasis on special interest programs, especially school enrichment activities. Special interest programs in 1975 made up only 12% of the states total enrollment. The districts 2,016 special interest 4-H'ers made up 11% of the District total.

In 1979 special interest has increased to 44% for state and 57% for District. On the other hand, club enrollment has shown a dramatic decrease in the past five years. In 1975, 88% of the districts 4-H members were enrolled in an organized club. In 1979 only 39% belong to a club. State figures dropped from 85% in 1975 to 51% in 1979. In 1975, 14,966 4-H'ers belong to the organized club. In 1979 that number dropped to 11,093.

The embrology project is the most popular single project with 6,901 members reported in the state in 1979. This project is very successful as a school enrichment project and contributes significantly to the growth of special interest enrollments. 4,078 or 59% were enrolled in District V.

The residence of 4-H members reflects program growth in the urban area. In 1975, 50% of the states 4-H'ers lived on farms and only 9% in urban areas. District V enrolled 42% from farms and 24% urban in 1975. 1979 figures show 35% farm, 21% urban for state enrollment and 22% farm and 44% urban for District 4-H'ers.

This rapid change indicates that we have experienced a change in methods of serving youth. In 1975 the majority of our audience was farm youth, today urban members account for the largest percentage. Has programming and resources reflected this change?

Population Trends

Birth rate per 1,000 estimated population has increased from a low of 15.3 in 1975 and 1976 to 16.1 in 1977 and 16.0 in 1978. In 1977, there were 25,158 births. Nearly 16,000 of these births were in District V. If the birth rate trend remains steady, there will be a 4-H potential of approximately 240,000 youth ages 1-19 thru 1990 in Nebraska with 160,000 youth living in District V.

Projected population for District V in 1990 is 1,074,765 compared to 1,003,359 in 1980. That represents a 9.3% increase. 77% of the District V's population will be living in urban Douglas, Lancaster and Sarpy counties in 1990.

Teen Enrollment Trends

When looking at numbers only, our teen (14-19) audience has been steady over the past 5 years. In fact, we have slightly more teen involved in 1979 than we did in 1975 (13,321 compared to 13,722). However, in 1979 those 13,722 teens made up only 23% of the total youth audience. In 1975, they were 29% of the audience.

Eastern Nebraska 4-H Center

The Eastern Nebraska 4-H Center has the potential for reaching many youth in the District. The potential for innovative youth programs are evident.

In order for this facility to operate effectively and profitably, year around use is necessary. Additional help for programming at the center will be a high priority item. Located in the major urban centers, energy cost, increased local family outings and activities for youth provide a basis for future audiences.

Trend in Volunteerism

The latest Census Bureau Study regarding volunteerism states "helping others" is the primary motive for 53% of the estimated 37 million Americans who volunteer. That percent is increasing.

The development of volunteer associations during the past decade reflects growing maturity in the volunteer movement. The skills required to direct activities of large and diverse groups of volunteers are complicated. Community problems are multiplying while resources are shrinking.

Volunteer Needs

Each volunteer brings with them an unique combination of motivations, needs, interest, and skills. Specific "job assignments" and descriptions are needed to identify objectives for volunteer tasks, and to meet the needs of volunteers, their skills and their interest. Evaluation of volunteer opportunities, objectives, and programs is needed to design programs and opportunities which meet needs of the volunteers and the 4-H program. (The purpose of the volunteer program should include enabling volunteers to apply their fullest potential and to continue developing).

Promotion Recruitment

Opportunities to volunteer must be expanded to all segments of the community to provide all the opportunity to insure compliance with concept of equal opportunity. A year-round recruitment plan for action is essential in reaching volunteers. A variety of recruitment techniques and tools are needed to appeal to diverse groups.

Nebraska Volunteers

The "average" 4-H leader tenure in 1979 was 5.17 years. The number of volunteer leaders has increased in Nebraska from 12,277 in 1975 to 17,469 in 1979.

Nebraska volunteer leaders make substantial economic contribution to the program. The "average" 4-H adult volunteer spent 324 hours per year in 4-H efforts (1975 Michigan) and contributed 15.6 hours to each hour of paid staff. Transfer that information to the 1979 volunteer statistics for Nebraska - the total contribution of 8,511 organizational volunteer leaders converts to an economic value of resource contribution of \$1,299,602. Total contribution in 1979 of 8,511 volunteer leaders converted to economic value for hours was \$9,651,474.00 statewide statistics.

Implications

Because Extension 4-H youth programs are seeking new audiences and are finding new methods of reaching these audiences, membership has increased.

We have maintained our traditional rural audience and have reached an additional urban clientele in the past five years that has not been served before. In most cases the increased participation in the program, mostly urban, reflects the increased emphasis in special interest methodology.

With the population projections showing dramatic increases in the district, continued urban programming appears not only justified but essential. That does not mean however, that we can afford less emphasis on the traditional program.

A problem that needs to be addressed in the next 5 to 10 years in the large decrease of organized 4-H club members. The advantages of a club experience for youth are important in the development of life skills. The trends are telling us that volunteerism is increasing. We need to work closer with volunteers in the next decade to take advantages of their expertise.

Objectives

1. To increase urban enrollment by 80% by 1990.
2. To increase rural enrollment numbers with special emphasis on traditional club members. Increase traditional club membership by 20% by 1990.
3. To increase available variety of special audiences. (Blind, handicapped, minority, etc.).
4. To increase awareness of the 4-H program.
5. To develop new-challenging programs designed specifically for urban audiences.
6. To cultivate working relationships with schools.

7. To increase the number of volunteers in the 4-H program.
8. To increase 4-H programming at the Eastern Nebraska 4-H Center by 20% per year.
9. To increase utilization of the 4-H center by non-4-H audiences by at least 50% each year.
10. To design stimulating educational programs especially for teens.
11. To develop a volunteer program which enables volunteers to apply their fullest potential.
12. To expand staff to meet needs of clientele in urban, rural areas and the Eastern Nebraska 4-H Center.

Extension Efforts

Program Needs

- A. Cooperate and cultivate relationships with schools. Increase 4-H programming in areas where school no longer meet special needs of youth due to budget limitations. Develop annual thrusts designed for school enrichment opportunities.
- B. Help build an effective recruitment plan for 4-H volunteers. Expand availability of teaching materials as well as variety of teaching materials for leaders. Utilize more volunteers in a variety of different roles in youth programming. Increase the emphasis on leadership development, giving volunteers more responsibilities as trainers of volunteers. Expand use of "defined job roles and descriptions" and increase use in meeting the needs of volunteers. Provide visuals, and tools to use in creation of youth and adult opportunities in 4-H program.
- C. Enrich and enhance the opportunities for youth to become better citizens through a camping experience. For some youth, their only 4-H experience might be a special program at the Eastern Nebraska 4-H Center. Develop year around innovative programming at the Eastern Nebraska 4-H Center. Using the leadership of a full time camp director. Emphasis a variety of program offerings such as the arts, personal development, personal crisis, etc.
- D. Help youth explore their own abilities, aptitudes and interests as they relate to possible careers in the areas of Home Economics Agriculture or general skills such as interview techniques. Help teens with selected skills to increase the employability of youth.
- E. Develop new challenging special interest programs designed for urban youth that are relevant to the times while maintaining a strong innovative rural program. Help youth understand more fully their community, county, state, our country and other countries through citizenship experiences at all levels. Encourage exchanges between urban-rural, as well as between like environments, but

different counties, states or regions. Encourage more awareness of Nebraska heritage, (to include not only history, but also contemporary artists in music, literature, etc. from or in Nebraska).

- F. Continuing to provide experiences for youth to develop social skills with peers, family and other people through human relations training, district and statewide special events.

Staff Needs

To meet the objectives, to continue and extend Extension efforts, the following staff are recommended over the next 10 year interval.

- A. District Youth Specialist (current A line position)
The primary role of the district youth specialist is to provide leadership in developing, through the appropriate county Extension offices, programs for youth in urban and rural areas. Through consultations and programs with agents and aides the specialist will help facilitate program planning, leadership development and evaluation of work with youth.
- B. District Youth Specialist (B line)
The role of this specialist would primarily be related to program development and management of the Eastern Nebraska 4-H Center. This position would require a youth specialist with skills in youth development and business administration to program for and manage this facility. The ratio of staff to potential youth becomes 1/80,000 with the addition of this position.
- C. Five Extension Youth Assistants (B line)
The role of the youth assistants would be primarily to recruit volunteer leadership and youth membership; to give support to new leaders as well as existing leaders; serve as a neighborhood representative for 4-H; and assist in conducting 4-H events and activities.

Prepared by:

Tom D. Leisy, Extension 4-H Youth Specialist
Shirley Niemeyer, Extension Agent-Home Economist
Dennis Kahl, Extension Agent-Agriculture

TRENDS IN 4-H ENROLLMENT
1975 to 1979

	<u>1979</u>	<u>1978</u>	<u>1977</u>	<u>1976</u>	<u>1975</u>
District V - 30,284 - (43% Increase)		23,161	19,028	27,160	16,965
State - 64,208 - 29%		52,011	46,099	61,988	45,179
				(16,986 TV)	

TRENDS IN 4-H MEMBERS RESIDENCE

	<u>%</u>	<u>Farm</u>	<u>%</u>	<u>Non-Farm Under 10,000</u>	<u>%</u>	<u>10,000 50,000</u>	<u>%</u>	<u>Sub-over 50,000</u>	<u>%</u>	<u>Central 50,000</u>
District (22)		6,278	(16)	4,778	(16)	4,642	(10)	3068	(34)	9643
1979 State (35)		20,157	(23)	13,777	(18)	10,971	(5)	3068	(16)	9643
District (36)		6,895	(23)	4,458	(10)	2,005		133	(29)	5538
1977 State (45)		20,831	(27)	12,596	(14)	6,730		133	(12)	5538
District (42)		7,239	(22)	3,813	(9)	1,667	(16)	2720	(8)	1437
1975 State (50)		22,818	(28)	12,659	(12)	5,536	(6)	2720	(3)	1437

SPECIAL INTEREST ENROLLMENT

State	<u>Special Interest</u>	<u>(%)</u>	<u>Total</u>
1975	6,553	(12)	51,561
1977	12,079	(26)	45,903
1978	14,739	(28)	52,011
1979	28,669	(44)	64,392 (TV) 6,420
District V	<u>Special Interest</u>	<u>(%)</u>	<u>Total</u>
1975	2,016	(11)	16,965
1979	17,312	(57)	30,284

4-H CLUB MEMBERSHIP

	<u>1975</u>	<u>1979</u>
	<u>Club Enrollment</u>	<u>Total</u>
District V	14,966	16,965
State	38,626	45,179
		(88)
		(85)
		11,093
		28,409
		29,303
		57,976

FIELD STAFF POSITIONS

As the program efforts of the Cooperative Extension Service are reviewed, the problem of adequate field staff surfaces. Extension agents are being requested to provide more and more programs.

Dr. Leo Lucas, Dean and Director of the Cooperative Extension Service, has best identified key reasons why we need additional agents in Nebraska. These reasons, listed below, are just as applicable to southeast Nebraska:

1. In the last 25 years, where the number of agents basically remained constant, we have more than doubled the 4-H enrollment in Nebraska, from 20,000 to 50,000+;
2. We have a tremendous demand for information and assistance in the area of horticulture and gardening that we cannot even begin to meet with our present staff;
3. We continue to ask many of our extension agents in home economics to serve more than one county, on an area basis, for programs in family living and home economics. It is not satisfactory, and there is a tremendous demand on the part of our home economics and extension boards to provide additional home economists to meet these key consumer and family living needs;
4. In some key counties, there are ever-expanding roles for agents in agriculture, particularly in adult programming, that are not being met particularly in central Nebraska;
5. We're being asked to carry more and more educational programs across the state of Nebraska. The Cooperative Extension Service is willing to do this provided they have the people to adequately do the job.

Other current expanding programs, some of which have been requested by the legislature and by many people of Nebraska include:

- a. Public affairs program on water
- b. Educational programs in water quality
- c. Working closer with the University of Nebraska Medical Center in delivery of health education and preventive medicine programs across the state
- d. The continuing effort in pesticide applicator training
- e. The development of our computer system, AGNET, requires additional time and staff to serve the needs of people that are using our computer programs
- f. Expanded programs in agricultural marketing
- g. Continuing an expanding program in education and irrigation scheduling
- h. Energy programs in 4-H, the home, agriculture and community
- i. Expanded programs in 4-H to reduce alcohol and drug problems
- j. Leadership development in rural Nebraska

The plans for additional county positions is essential to improve and enhance programs of the Cooperative Extension Service on the county level.

The location and identification of additional positions is as follows* :

<u>County</u>	<u>Position</u>	<u>FTE</u>
<u>Agriculture</u>		
Dodge	Extension Agent-Horticulture	1.0
Douglas	Extension Assistant-Horticulture	1.0
Gage	Extension Assistant-Horticulture	0.5
Lancaster	Extension Assistant-Horticulture	1.0
Platte	Extension Agent-Horticulture	1.0
<u>Home Economics</u>		
Burt	Extension Agent-Home Economics	.15
Gage	Extension Agent-Home Economics	0.5
Lancaster	Extension Assistant-Home Economics	1.0
Polk	Extension Agent-Home Economics	.50
Southeast	Extension Agent-Home Economics	1.0
Washington	Extension Agent-Home Economics	.40
<u>4-H & Youth</u>		
Cass	Extension Assistant-4-H & Youth	1.0
Dodge	Extension Assistant-4-H & Youth	1.0
Otoe	Extension Assistant-4-H & Youth	.50
Sarpy	Extension Assistant-4-H & Youth	1.0
Saunders	Extension Assistant-4-H & Youth	.50
<u>Other</u>		
Douglas	Extension Agent-Energy Conservation	1.0
Lancaster	Extension Assistant-Media Coordinator	1.0
Sarpy	Extension Assistant-Media Coordinator	1.0

*These above positions are not listed in priority order.

Prepared by:

Loyd L. Young, District Director

Elizabeth A. Birnstihl, District Supervisor

PROGRAM LEADERSHIP AND ADMINISTRATION

Situation

The Southeast Extension and Research Center/Extension District V includes twenty-three counties in southeast and eastern Nebraska, served by extension offices in each of the counties. The Center serves as the administrative office for the twenty-three counties as well as for the specialist faculty located in Miller Hall. Forestry and research programs specifically targeted for southeast Nebraska are programmed from SERC.

The professional staff for the unit totals 74.4 FTEs. This staff is distributed as follows:

10.0	District-wide Specialists
2.0	Urban Forestry Specialists
2.0	District-wide Administrators
34.0	Extension Agents-Agriculture
<u>26.4</u>	Extension Agents-Home Economics
74.4	Total

These professionals are supported by:

0.5	Extension Assistants	(District)
1.0	Research Technicians	(District)
2.5	Accounting Clerks	(District)
4.5	Secretaries	(District)
21.85	Extension Assistant and Aides	(County)
26.3	ENP Aides	(County)
<u>43.4</u>	Secretaries	(County)
99.99	Total	

The detailed current staffing plan is contained in Table 1.

There has been an increase in funding but it has not kept pace with the inflation rate of the past five years, as indicated below.

Budget Support

	<u>County</u>	<u>District</u>	<u>Total</u>
1974-75	\$ 700,847	\$ 784,052	\$1,484,899
1980-81	1,367,996	1,782,733	3,150,729

Methods

A discussion of methods delineates the need to develop several resources to achieve our long-range objectives. The exclusive use of one method will greatly restrict the audiences reached, including number of different clienteles as well as number within groups. County programs will

TABLE 1

SOUTHEAST EXTENSION & RESEARCH CENTER
AND
EXTENSION DISTRICT V

Permanent Faculty & Support Staff

	<u>District Level</u>		
	<u>Faculty</u>		
	<u>Extension</u>	<u>FTE Research</u>	<u>Forestry</u>
District Director, Overall Administration	.87	.05	.08
District Supervisor, Overall Administration	1.00		
Agronomist, Soils	.75	.25	
Community Resource Development	1.00		
Farm Business Records Consultant	1.50		
Farm Management	1.00		
Forester	.10		.90
Forester, NRD			1.00
Forester, Urban			2.00
4-H & Youth Development	1.00		
Horticulturist	.75	.25	
Irrigationist	.40		
Livestock	<u>1.00</u>		
Total (FTE)	9.37	<u>.55</u>	<u>3.98</u>
	<u>District Level</u>		
	<u>Support Staff</u>		
Accounting Clerk, Farm Business Records	2.50		
Extension Farm Business Consultant Assistant	.50		
Research Technician, Horticulture		.50	
Research Technician, Soils		.50	
Secretary	<u>3.75</u>	<u>.25</u>	<u>.50</u>
Total (FTE)	6.75	<u>1.25</u>	<u>.50</u>

TABLE 1 - CONTINUED

DISTRICT V COUNTY LEVEL SUMMARY

<u>COUNTY</u>	<u>AG AGENT</u>	<u>HE AGENT</u>	<u>URBAN FORESTER</u>	<u>EXTENSION ASSISTANT</u>	<u>COUNTY 4-H AIDE</u>	<u>OTHER AIDE</u>	<u>ENP AIDE</u>	<u>SECRETARY</u>
Boone	.60	.60		.50				1.00
Burt	1.00	.60			.50			2.00
Butler	1.17	.80						1.00
Cass	1.00	1.00						1.00
Colfax	1.17	.60						1.00
Dodge	2.00	1.30			.50		3.00	1.40
Douglas	4.00	5.00	1.00	6.50		1.00	14.30	6.00
Gage	2.00	1.25			.875		1.50	2.00
Jefferson	1.00	.60						1.00
Johnson	1.00	.40						1.00
Lancaster	4.00	2.75	1.00	4.00			5.40	4.90
Nance	.40	.40		.50				1.00
Nemaha	1.00	.60			.375			1.00
Otoe	1.00	1.00			1.00			1.00
Pawnee	1.00	.30						1.00
Platte	1.50	2.30			1.75	1.00	2.10	3.00
Polk	1.17	.60						1.00
Richardson	1.00	.70						1.00
Saline	1.00	1.00						2.50
Sarpy	3.00	2.00			1.60	.25		3.50
Saunders	2.00	1.00						2.00
Seward	1.00	1.00			1.00			2.00
Washington	<u>1.00</u>	<u>.60</u>	<u> </u>	<u> </u>	<u>.50</u>	<u> </u>	<u> </u>	<u>2.00</u>
TOTALS	34.00	26.4	2.00	11.50	8.10	2.25	26.30	43.30

dictate the combination of methods most suited for local clientele. Methods that will be emphasized by staff will include:

A. Personal Contacts

Each faculty member will continue personal contacts through local, district and state meetings. Office doors and telephone systems should be open to our clientele. Personal farm and home visits should be continued.

B. "In House" Communication System

The role of the district specialist will continue to support the county program efforts. Communication between district and county personnel should be encouraged by personnel visits between the two parties; continuing WATS line system; and establishing a radio system between each county office and district personnel.

C. Computer Systems

The use of computer banks is an aid in delineating current marketing systems and management alternatives. District V has the capacity to integrate this resource into extension programs. The location of computer systems within the District is a definite advantage for expanding their use.

D. Public Communication Techniques

Dissemination of information outside of personal contacts becomes highly critical. Distribution of materials by the NebGuide system has proven effective. Use of press and radio releases should continue; however, more effective use of these media would increase clientele audiences.

Use of television programs becomes highly desirable. Effective use can also be made of video tape and telelecture media.

E. Research

Extension has the primary role of disseminating information from the land grant institution to the general public. The majority of current information comes from research. To facilitate extension using up-to-date information, some specialists should have joint appointments with research.

Audiences

In recent years IANR has hired better trained personnel, organized sophisticated staff training programs and developed specialization in district staff in its attempt to serve effectively the needs of growing and diverse audiences. However, the capability of extension to economically and effectively serve diverse groups must be still more dramatically altered to meet expanding demands. At least six types of audiences are emerging for the SERC/District V staff. They include:

A. Producers

Producers are the traditional audience of education programs and should continue to be the primary clientele. The economics situation of the future dictates that producers must be efficient in their operations. Modern technology and research results will aid in making management decisions.

B. Youth

Programs involving youth are necessary to provide effective producers and consumers of the future. All fields will require well-trained youth in the future.

C. Agribusiness Leaders Within the District

The unit should establish effective liaison with meat packers, feed companies, financial institutions, feed and forage testing firms, etc.

Many state and region-wide headquarters of these firms are located in District V. In order to support unit programs, they should be familiar with what the University is doing.

D. Consuming Public

Demand for the consumer's dollar seems to be increasing. New products, methods of preparing meats, buying different cuts of meats are only an illustration of the decisions a housewife (person) will face. Programs to educate all consumers in these areas will be important.

E. Family Units

Low, middle and upper income families look to the Extension Service for education in many areas (such as nutrition, housing, health, etc.).

Economic resources, families of different races and different cultures necessitate trained personnel that can guide them in their learning process.

Extension will need to look beyond our traditional audiences and educational methods to reach this clientele. The urban areas in District V are large enough when compared to the rest of Nebraska that it should provide leadership for the University with programs of this type.

F. Community Groups and Organizations

Community organizations of clubs, agencies and government are potential audiences. Large audiences can be reached by working with community groups already organized.

Being informed as to what measures are being taken to improve the community are also part of our job.

Staff Needs (Communications)

It is necessary to promote the communication process. It is important that direct communication among staff be facilitated as well as that between staff and audiences. Some of this direct personal contact can be provided through closed-circuit television set-ups, telelecture arrangements, video-taped lessons and increased use of the telephone. These means, plus the traditional methods, should be incorporated into the unit's delivery system.

A. District Communication Specialist (Media)

This position would be responsible for overseeing the development of techniques in all media communication. Primary involvement would be with the production involving television, the use of telelecture, written word and train subject matter specialists, as well as agents, to be effective in these areas of communication.

B. Mini-Computer Program Analyst

Support Needs

To effectively meet our objectives, the following resources must be provided:

- A. Location of the Southeast Extension and Research Center at a location in Lincoln in one building with easy access and parking for both the public and staff. This building to include adequate individual offices for each specialist, plus appropriate space and laboratory for support personnel. A meeting room for approximately 150 people should be included.
- B. Secretarial staff at approximately one-half secretary for each Center faculty member.
- C. Meeting room facilities to encourage frequent interaction between specialists, as well as the general public.
- D. Adequate travel funding to continue clientele relationship.
- E. Maintain adequate equipment available for making visual aids.
- F. Provide avenues to insure availability of art work, including present working relationship with the Department of Ag Communications. Need may arise for a part-time B-line position to do the art work in preparation of visuals.
- G. Provide communications equipment, mobile radio and telephone.
- H. Training, finance and equipment necessary to provide access to available computer and mini-computer facilities within the district.
- I. Provide opportunities and equipment involved in television media.

- J. Equipment to adequately utilize telelecture, video tape, and slide/tape techniques in all programs when applicable.
- K. Funding and supporting equipment necessary for proper research/demonstration activities.

Prepared by:

Loyd L. Young, District Director

Elizabeth A. Birnstihl, District Supervisor

The following is a summary of the positions proposed in this plan expressed as full-time equivalents (1.0 FTE) unless otherwise noted. The positions are not listed by priority.

District Staff		FTE		
		Extension	Research	Forestry
<u>Professional</u>				
Ag Engineer-Livestock Systems (AS)		1.00		
Commercial Horticulturist (H)		.75	.25	
Communication Specialist		1.00		
Consumer Education Specialist (FL)		1.00		
Crop Production Specialist (PS)		.50	.50	
Farm Records Specialist (FM & M)		1.00		
Local Government Specialist (CRD)		1.00		
Marketing Specialist (FM & M)		1.00		
Mini-Computer Program Analyst (PL & A)		1.00		
Natural Resources District Forester(F)				1.00
Nutrition/Health Specialist (FL)		1.00		
Small Retail Business Specialist (CRD)		1.00		
Swine Specialist (AS)		1.00		
Weed Specialist (PS)		.50	.50	
<u>Managerial Professional -- B-Line</u>				
Forester Assistant (F)				1.00
Youth Extension Assistant (Y)		1.00		
<u>Para-Professional -- C-Line</u>				
Crop Production Research Technician			1.00	
Horticulture Extension Technician (H)		1.00		
Horticulture Research Technician (H)			.50	
Weed Research Technician			1.00	

Field Staff

County	Position	FTE
<u>Agriculture</u>		
Dodge	Extension Agent-Horticulture	1.00
Douglas	Extension Assistant-Horticulture	1.00
Gage	Extension Assistant-Horticulture	1.00
Lancaster	Extension Assistant-Horticulture	1.00
Platte	Extension Agent-Horticulture	1.00
<u>Home Economics</u>		
Burt	Extension Agent-Home Economics	.15
Gage	Extension Agent-Home Economics	.50
Lancaster	Extension Assistant-Home Economics	1.00
Polk	Extension Agent-Home Economics	.50
Southeast	Extension Agent-Home Economics	1.00
Washington	Extension Agent-Home Economics	.40
<u>4-H & Youth</u>		
Cass	Extension Assistant-4-H & Youth	1.00
Dodge	Extension Assistant-4-H & Youth	1.00
Otoe	Extension Assistant-4-H & Youth	.50
Sarpy	Extension Assistant-4-H & Youth	1.00
Saunders	Extension Assistant-4-H & Youth	1.00
<u>Other</u>		
Douglas	Extension Agent-Energy Conservation	1.00
Lancaster	Extension Assistant-Media Coordination	1.00
Sarpy	Extension Assistant-Media Coordination	1.00

Summary

Planning is not an idle exercise. Several of the recommendations of the 580 Plan, the previous planning document, have become a reality. Other recommendations were not accomplished.

We enter this ten year period with good programs in extension, research and forestry, although some are limited in scope. We have a dedicated and competent faculty and staff.

The purpose of this plan is to preserve the strong tradition of the Institute of Agriculture and Natural Resources, but also to be constantly challenged to make some adjustments in what we do and how we do it. Any adjustments must be both appropriate and necessary.

We especially thank the following people for their assistance in preparing or reviewing this plan.

PERSONS WHO ASSISTED IN THE PREPARATION AND REVIEW OF THIS PLAN

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Ed Penas
Loyd Young
William Zollinger

District V Directors Staff Advisory Committee and Selected Extension Agents

Anita Hall	Shirley Niemeyer
Gerald Hopp	Dennis Kahl
Duane Dalluge	Kay McKinzie
Don Miller	Larry Germer
Jane Munson	Jim Peterson
Judy Schwab	Bob Voboril
	Gayle Hattan
	Duane Kantor
	Bob Woolman
	Allen Boettcher
	Andrea Cox
	William Cartee
	Sharon Skipton

District V Citizens Advisory Committee

Mrs. Ralph Burkhart	Nebraska City
Kenneth Burgert	Sterling
Ron Damkroger	DeWitt
Walden Jones	Osceola
Mrs. Bill (Brenda) Jurgens	Pickrell
Don Hartmann	Hooper
Mrs. Frank (Clara) Placek, Jr.	Bruno
Mrs. Albert (Margie) Rieschick	Falls City
Mrs. Harold (Norma) Schneemeyer	Fort Calhoun
John Suhr	Hooper
Mrs. Roger (Jeanene) Wehrbein	Plattsmouth
Elden Wesely	Oakland
Richard Wiese	Papillion
Mrs. Clarence (Doris) Yoesel	Falls City
Willard Waldo	DeWitt

Loyd L. Young, Director

Southeast Extension and Research Center/Extension District V

Elizabeth A. Birnstihl, District Supervisor

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